

## CLAIMS:

1. A method of obtaining positional information of a mobile phone carrier and linking said positional information to position specific multimedia content, the method comprises the steps of:

- obtaining the position information of the mobile phone based on a position detection of the mobile phone,
- linking the position information to said position specific multimedia content.

2. A method according to claim 1, wherein the method further comprises the step of receiving identification of said position specific multimedia content from the mobile phone carrier.

3. A method according to claim 1, wherein the method further comprises the step of receiving position specific multimedia content from the mobile phone carrier.

4. A method according to any of the claims 1-3, wherein the position specific multimedia content is recorded by a multimedia recording device at said position of the mobile phone carrier.

5. A method according to claim 4, wherein the method further comprises the step of receiving properties of said multimedia recording device from the mobile phone carrier.

6. A method according to any of the claims 1-5, wherein the step of detecting the position information of the mobile phone also comprises detecting the magnetic orientation of the mobile phone carrier.

7. A method according to any of the claims 1-6, wherein the method further comprises the step of sorting the multimedia content according to a sorting criterion.

8. A method according to claim 7, wherein the sorting criterion is based on properties extracted from the position information.

9. A method according to claim 7-8, wherein the sorting criterion is selected by the mobile phone carrier and received from the mobile phone.

10. A method according to claim 1-9, wherein the detection of the position information of the mobile phone is performed periodically after receiving said request from the mobile phone.

11. A system for obtaining positional information of a mobile phone carrier and linking said positional information to position specific multimedia content, the system comprises:

- means for obtaining the position information of the mobile phone based on a position detection of said mobile phone,
- means for linking the detected position information to said position specific multimedia content.